

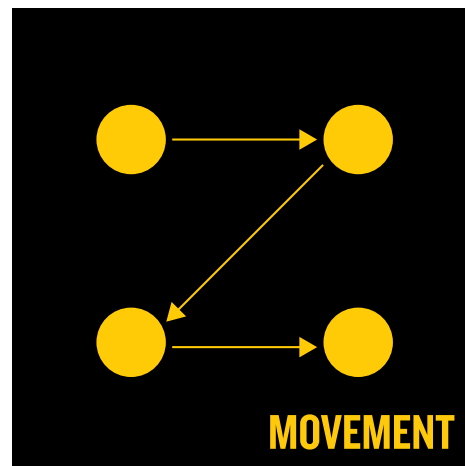
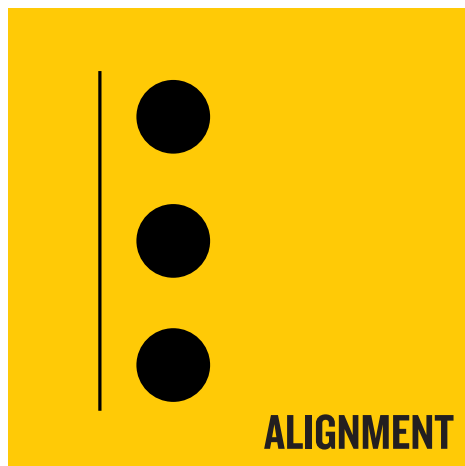
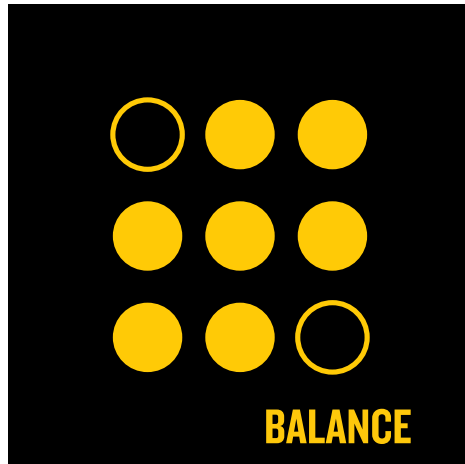
# DESIGN BASICS



DIVISION OF STUDENT  
SUCCESS AND WELL-BEING

# SO YOU HAVE TO DESIGN A FLYER...

HERE ARE SOME BASICS TO GET YOU STARTED



## BALANCE

A flyer is balanced when all elements (photo, text, icon etc.) visually harmonize with each other. Balance also includes the use of negative and white space. This adds structure to your design, and can emphasize elements or information.

## ALIGNMENT

Alignment establishes relationships between elements in a design. Every item should align with something else, whether it's left, center, right, top, middle, bottom.

## HIERARCHY

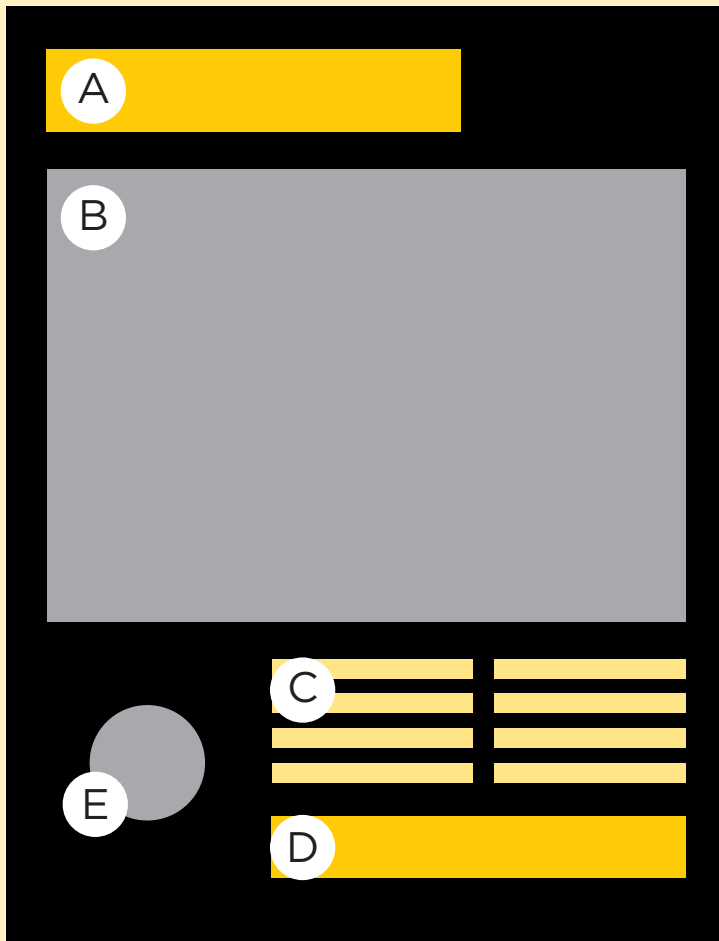
Hierarchy is the visual priority of your information and elements. This is established with image and font size and location on the page. For example, your main headline should be larger and different from body text.

## MOVEMENT

Movement guides the viewer's eyes to information. A F- or Z-pattern is a common design method. You can also create focal points with lines, colors, shapes and the edges of pages, margins and elements.

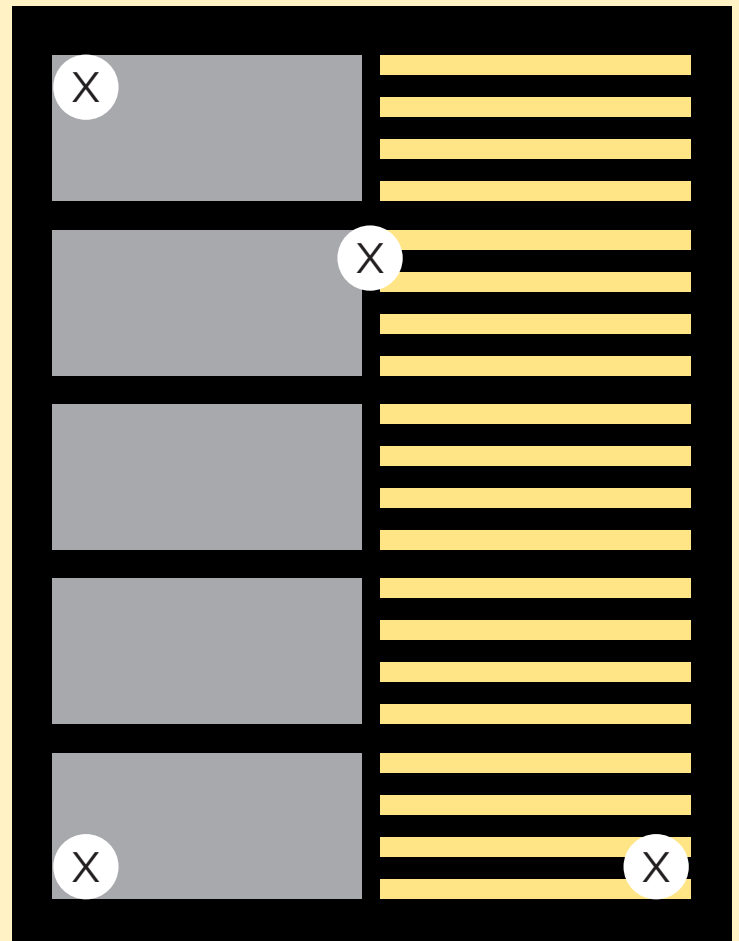
# BALANCE AND HIERARCHY

**DO THIS**



- A. Clear header
- B. Space for large photo to draw attention
- C. Enough room for content and information
- D. Call to action
- E. Correct logo

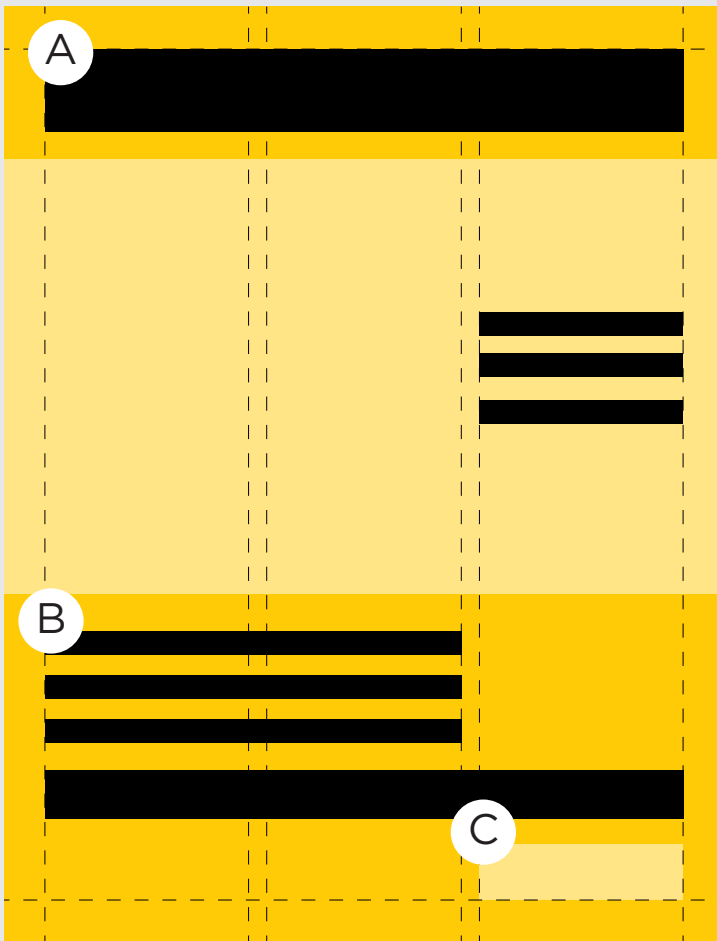
**NOT THAT**



- No clear header
- Photos and text have no clear hierarchy for readers to follow
- Missing call to action
- No logo

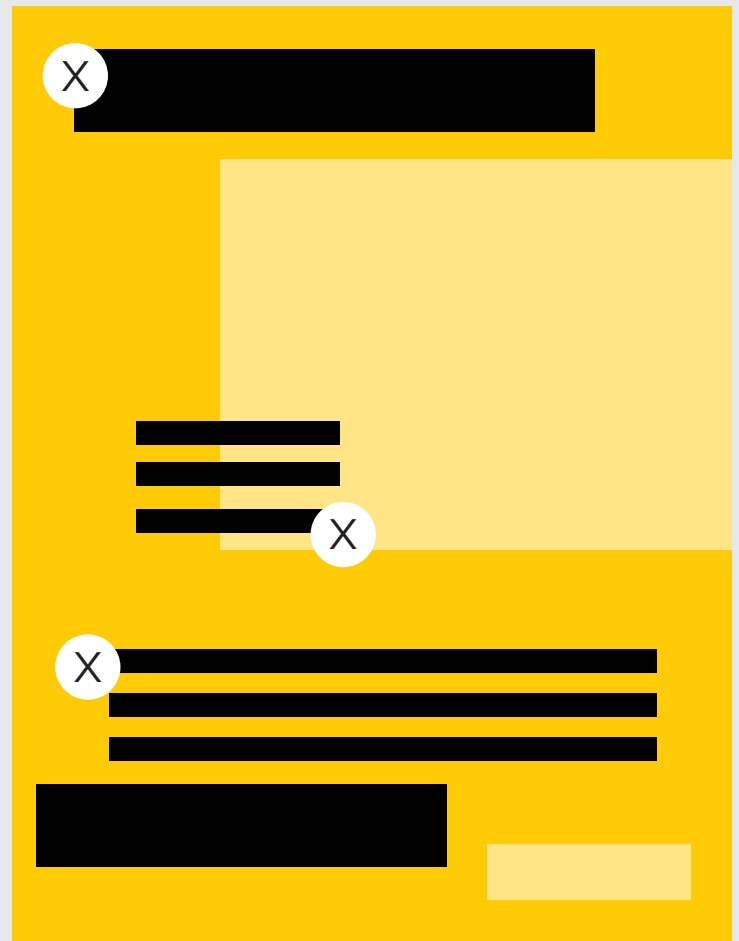
# ALIGNMENT AND MOVEMENT

## DO THIS



- A. Use properly spaced margins and columns
- B. Make sure that every element on the page lines up with at least one other element
- C. Test F- or Z-pattern for reading and movement

## NOT THAT



- Missing margins
- No items align with other elements
- Visual and emphasis pattern are unclear

# DESIGN CHECKLIST

## BRANDING

- Approved UCF logo: The Tab OR Unit Identity Lockup (UIL): **ONE (1) Pegasus per flyer**
- Uses typography that follows the UCF brand: Gotham or Knockout
- No more than two font styles: no novelty fonts
- Uses UCF brand colors

## CONTENT

- Clear headline: Event name or main message
- Key details: What, When, Where, Who
- Supporting Info: Why it matters or what is offered
- Call To Action

## DESIGN BASICS

- Balance — All elements harmonize.
- Hierarchy — Lead with most important information.
- Alignment — Every item aligns with something else.
- Movement — A F- or Z-pattern leads the eye.
- Consistent margins, alignment, and spacing including spacing between objects on the page
- Easy to read, good contrast, font size, leading, white space
- No clutter from irrelevant details, extra colors

## PRINT

- Ensure document bleed set up in file if needed
- Include QR codes on printed materials (not for digital)

## WEB/DIGITAL

- Ensure flyer follows accessibility standards
- Tag articles and add alt text to images and graphics
- Properly link to website(s) or applicable pages

# NOW LET'S PRACTICE...

## PROMPT 1:

The Office of Transportation is hosting an open house at their new location in Building C, Room 120 on July 7 from 5–7 p.m. Light refreshments will be served, and 11 student workers will be available to give tours. The office now features a bike-repair station and new digital signage.

## PROMPT 2:

Getting to the Health Sciences Campus just got easier. Route 7 now runs every 30 minutes from 7 a.m. to 6 p.m., with direct stops at key buildings on main campus and Health Sciences. Why it matters:

- No more parking stress or long walks
- Stay on schedule between classes or work shifts
- Syncs with other campus shuttle transfers

Join us for a launch event on August 12 at 9 a.m. at the main shuttle depot — first 50 riders get a free insulated bottle. The new shuttle is painted green and was named “Stormy” after a student vote. A brief ceremony is planned for August 12 at 9 a.m. near the main campus shuttle depot.

## PROMPT 3:

The Office of Transportation is teaming up with UCF PD to host a Bike Safety Workshop on October 5 at 2 p.m. outside the Student Union.

There will be safety demos, a free helmet giveaway, and a guest speaker who once biked across Spain.

Snacks include trail mix and granola bars.

## QUESTIONS TO ASK YOURSELF BEFORE YOU BEGIN:

- What is the important information that needs to be included in the flyer? Identify the key details: What, When, Where, Who
- What is the supporting information?
- Which UCF logo should you use for each flyer? The Tab or Unit Identifier?
- Can you identify natural breaks in the text to help you organize the flyer?
- What links should be included?

## OTHER RESOURCES:

[UCF Brand Website](#)

[SSWB Brand Guide](#)

[MediaGraph](#)

## PROMPT I:

The Office of Transportation is hosting an open house at their new location in Building C, Room 120 on July 7 from 5-7 p.m. Light refreshments will be served, and 11 student workers will be available to give tours. The office now features a bike-repair station and new digital signage.

## DESIGN ACTION STEP: Identify Important Information

The Office of Transportation is hosting an open house at their new location in Building C, Room 120 on July 7 from 5-7 p.m. Light refreshments will be served, and 11 student workers will be available to give tours. The office now features a bike-repair station and new digital signage.

We've highlighted the most important details, and ignored what's irrelevant.

### Do This



**TRANSPORTATION OPEN HOUSE!**

**WHERE: BUILDING C, ROOM 210**  
**WHEN: JULY 7, 5-7 P.M.**

Join the Office of Transportation for an open house in their new location! Enjoy light refreshments while you tour the new space and check out the bike-repair station.

 Office of Transportation

- Applicable Photo
- Information in hierarchy and easy to read
- Follows UCF brand fonts
- Uses UIL because hosting office is clearly identified
- Uses three column format
- Good use of white space

### Not That



**TRANSPORTATION OPEN HOUSE!**

**LIGHT REFRESHMENTS WILL BE SERVED**  
**11 STUDENT ASSISTANTS WILL BE GIVING TOURS!**

**NEW LOCATION!!!**  
**BUILDING C, ROOM 120**  
**JULY 7 5-7PM**

**THE OFFICE NOW FEATURES A BIKE-REPAIR STATION AND NEW DIGITAL SIGNAGE.**

- Photo has nothing to do with content and is busy
- Rogue fonts and colors
- No UCF brand fonts or logo
- No margins or columns



## PROMPT 2:

Getting to the Health Sciences Campus just got easier. Route 7 now runs every 30 minutes from 7 a.m. to 6 p.m., with direct stops at key buildings on main campus and Health Sciences. Why it matters:

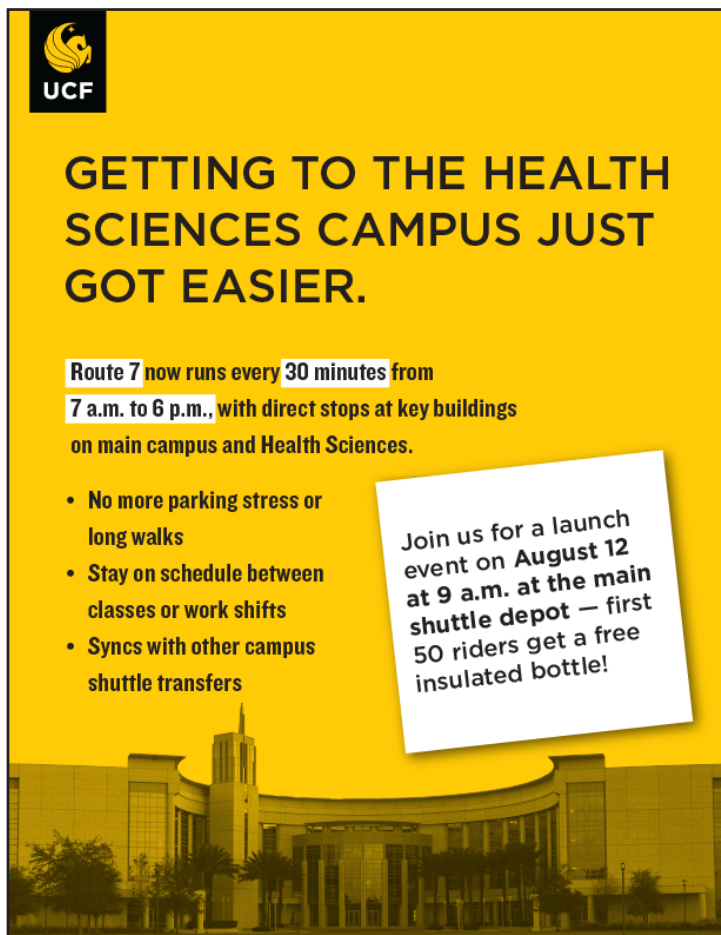
- No more parking stress or long walks
- Stay on schedule between classes or work shifts
- Syncs with other campus shuttle transfers

Join us for a launch event on August 12 at 9 a.m. at the main shuttle depot — first 50 riders get a free insulated bottle. The new shuttle is painted green and was named “Stormy” after a student vote. A brief ceremony is planned for August 12 at 9 a.m. near the main campus shuttle depot.

## DESIGN ACTION STEP: Identify Applicable Imagery

- Is a photo of new green shuttle available to reflect content? If not, what other imagery can you use?
- Who are the target audience? Health Sciences Campus students
- New bus route.

### Do This



- Applicable Photo
- Important information is called out visually
- Tab is used over UIL because there is no singular department putting on the event

### Not That



- Incorrect UIL usage for this flyer
- No visual hierarchy
- Text is hard to read



## PROMPT 3:

The Office of Transportation is teaming up with UCF PD to host a Bike Safety Workshop on October 5 at 2 p.m. outside the Student Union.

There will be safety demos, a free helmet giveaway, and a guest speaker who once biked across Spain.

Snacks include trail mix and granola bars.

## DESIGN ACTION STEP: Determine Visual Hierarchy

- Determine font size for header/text
- Use the information you pulled as most important to figure out what needs to be the easiest to read
- Balance weight of photos with text
- Call To Action

### Do This



- Clear header/event name
- Date/Time called out
- Additional information is supported by photo
- Tab/Signature used instead of UIL because multiple departments are working together

### Not That



- While the stars follow brand color, the purple background does not and does not support the message of the flyer
- Star graphics are space appropriately but are not applicable to the event
- Text does not follow hierarchy and event details are not clear
- Too many UCF Pegasus logos